PROJECT NUMBER: 2304, 4015
PROJECT TITLE: Domestic Product Development
PROJECT LEADER: G. N. Yatrakis, J. B. Easley, and L. S. Wu
PERIOD COVERED: April, 1989
WRITTEN BY: L. S. Wu

I. LOW TAR/HIGH FLAVOR:

A. MARLBORO ULTRA LIGHTS:

1. **Objective**: To develop 85/100 mm Ultra Low (6 mg) candidates for Marlboro line extensions.

2. **Status**: Test market started in Indianapolis, Indiana with blue packs and white tipping and Portland, Oregon with red packs and cork-on-white tipping on May 1, 1989 in king size and 100mm versions. Sample sixes were produced at Stockton Street during the month of April.

3. **Plans**:

Test Market	May 1, 1989

B. PROJECT EXTRA:

1. **Objective**: The development of 4-8 mg product candidates that have the taste of products with twice the tar.

2. **Status**: Filler has been made for both the low density design study at 6 mg and the sidestream study. The low density cigarettes for the design study were made this week and sidestream cigarettes will be made by the second week of May. The low density sidestream study cigarettes utilize Sol-gel coated paper to control puff count. All the Control regular density cigarettes for both studies are in C.I.

3. **Plans**:

Evaluate alternate filters	On-going
Low density rod program	On-going

C. PROJECT 605:

1. **Objective**: To develop a 6mg free-standing cigarette which appeals to flavor low smokers.

2. **Status**: Cigarettes have been made with Blend A and CA, CA web/CA and peripheral flow concentric filters for internal testing. Cigarettes are in analytical.

3. **Plans**:

Filter Evaluations	On-going

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Source: https://www.industrydocuments.ucsf.edu/docs/fgjm0000

D. **MERIT SUPER LIGHTS**:

1. **Objectives**: To develop a 2mg "Merit-type" cigarette.

2. **Status**: Limited subjective evaluation of models comparing CA, CA-web, CA-1.6dpf, and Paper/CA filters indicate a slight preference for the CA-1.6dpf model. However, this model did not meet tar delivery. The above models contained Total Blend Casing 7695-163F, Aftercut 7695-178E and 50% partially expanded burley in the blend.

   Additional models are being subjectively evaluated which contain 35% partially expanded burley and 15% partially expanded bright in CA and paper/CA filter configurations.

3. **Plans**:

POL test Production	2nd Qtr.'89
Prototype Evaluations	Ongoing

E. **NOVENT**:

1. **Objective**: Develop a 6 mg tar cigarette without filter ventilation.

2. **Status**: Prototypes have been requested using 605 blend A and 100% XTH blend, both to be made with CA and CA-web filters. These models will be used to determine future blend modifications.

3. **Plans**:

Prototype evaluations	On-going

II. **TRIM I**:

A. **Objective**: To develop ultraslim product candidates with 17mm circumference that demonstrate product advantages over Capri and Capri Menthol.

B. **Status**: POL 7182 (Model 2 Regular vs. Capri) was shipped April 24.

C. **Plans**:

POL Testing	2nd Qtr.'89
Test Market	TBD

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Source: https://www.industrydocuments.ucsf.edu/docs/fgjm0000

III. LOW SIDESTREAM:

A. TRIM V:

1. **Objectives**: To develop ultraslim product candidates with 17mm circumference with reduced visible sidestream that demonstrate product advantages over Capri and Capri Menthol.

2. **Status**: The Mark 9 at Bryce-Jewett has been operating using a dual paper feed system. This system was shipped to the Louisville Factory along with the first packer the week of April 24.

   The Trim I Model 2 for POL 7185 (Trim V vs. Trim I Model 2 regular) remade due to packaging related defects. The remake of Trim I is in analytical. POL 9089 (Trim V Menthol vs. Trim I Model 2 Menthol) shipped April 25.

   POL 7186 (Capri vs. Trim V) is in analytical. POL 9090 (Capri vs. Trim VI - Trim V with increased menthol) is awaiting menthol aging.

   Trim V cigarettes are being tested on the MC panel for subjective comparison versus a modified blend designed to reduce the ammonia delivery in smoke.

   A request was received for an HTI test of identified Capri and Trim V for the Regulars and identified Capri Menthol and Trim VI for the Menthols. The Trims will be in the Virginia Slims Superslims ad/pack packaging.

3. **Plans**:

POL/HTI testing	On-going
Test Market	Sept. 1989

B. LOTUS:

1. **Objectives**: To develop a 24.0 circumference 100mm low sidestream product with 70% reduction in visibility to compete against Vantage Excel.

2. **Status**: MC Panel testing of the 2I blend with CA and charcoal/CA filters showed no significant differences in liking but the charcoal/CA was rated higher in off-taste.

   Higher density (40 cpi 2I blend) cigarettes were made with the standard KC low sidestream paper and increased CMC and MAP paper. These will be evaluated for visibility, subjectives and analyticals.

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Source: https://www.industrydocuments.ucsf.edu/docs/fgjm0000

Three blends have been evaluated subjectively, the 2I blend is more acceptable.

Three casings have been evaluated on the 2I blend with casing 8387-93A (containing Lactic acid) preferred. New aftercuts have been evaluated but the control model with 8544-49 aftercut was preferred.

3. **Plans**:

Prototype Production/Evaluation	On-going
Consumer Testing	2nd Qtr.'89
Test Market	TBD

IV. PROJECT VALUE ENTRY:

A. **Objective**: To develop products to compete in the Value Entry Categories

B. **Status**:

Target II

Direction of project changed from Winston look-alike to Camel look-alike. Famous 2A and 2B blends will be used to simulate Camel in both lights and full flavor configurations..

C. **Plans**:

Target (Bucks) Ad/Pack Testing	June

V. CARTIER:

A. **Objectives**: To develop a Cartier similar to Europe's product for the U.S. market.

B. **Status**: Currently investigating the Famous blend with three different aftercuts, Virginia Slims Lights filler and B&H Ultra Lights filler at 9 mg tar and the B&H Ultra Lights filler at 6 mg tar. Cigarettes will be made the first week in May.

C. **Plans**:

Prototype Production/Evaluation	On-going
Consumer Testing	TBD
Test Market	Sept., 1989

VI. PARLIMENT LIGHTS L.S. FTB MENTHOL:

A. **Objectives:** To develop a Parliment Lights Long Size Flip Top Box Menthol product acceptable to the U.S. Market.

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Source: https://www.industrydocuments.ucsf.edu/docs/fgjm0000

B. **Status:** Currently awaiting N.Y. approval to ship Ad/pack. Twenty-day spotting evaulation in progress.

C. **Plans**:

Ad/pack	2nd Qtr.'89
Test Market	TBD

VII. **PROJECT TOMORROW**:

A. **Objective**: Develop improved product candidates utilizing materials, designs and technologies currently under development.

B. **Status**: Two POL's are planned using Blend N Phase I versus Marlboro KS, both with 27mm tipping. Several tests are planned for internal MC testing.

C. **Plans**:

Prototype evaluations	On-going
POL testing	2nd Qtr.'89

VIII. **B&H 83MM FTB ALL NATURAL**:

A. **Objective**: To develop a B&H FTB in both a 12 and 8mg tar level with 24.8mm circumference, in both regular and menthol using an All Natural blend.

B. **Status**: Factory trial completed 4/16/89 at MC. Analytical results are favorable. Specifications being generated and will be ready for review the week of May 1.

C. **Plans**:

Test Market	2nd Qtr.'89

IX. **PROJECT AMBROSIA**:

A. **Objective**: Develop a 23.0mm circumference aromatic sidestream product.

B. **Status**: Flavor release compounds from Chemical Research and a commercial source are being coated on cigarette paper and incorporated into the sideseam adhesive. Models will be made with the above as well as a pre-coated Ecusta paper using Virginia Slims Lights construction.

C. **Plans**:

Prototype evaluations	On-going

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Source: https://www.industrydocuments.ucsf.edu/docs/fgjm0000